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## SECTION 8 PROPOSAL FORMAT

### 8.1 INTRODUCTION

This section prescribes the mandatory proposal format, content, and submission sequence. Format instructions must be observed, all requirements in the RFP must be addressed, and all requested data must be supplied. The Bidder must examine the RFP with care and be satisfied as to the (1) conditions with which it must comply prior to submitting a proposal and (2) the conditions affecting the award of contract.

### 8.2 GENERAL FORMAT AND DELIVERY FOR ALL SUBMISSION (PROPOSAL) ITEMS

#### 8.2.1 Packaging Format

- Do not send proposal submission items on shiny/glossy paper.
- All pages must be standard 8.5" x 11" paper, except charts, diagrams, spreadsheets, etc., which may be foldouts. If foldouts are used, the folded size must fit within the 8.5" x 11" format.
- Each submission item must be received in a sealed package.
- Each submission item package must be clearly labeled as follows:

<b>CALNET II</b> <b>RFP DGS-2053</b>
<b>[Submission Item Title]*</b>
<b>[Bidder Name]</b> <b>[Bidder Address]</b>

\*Where [Submission Item Title] represents the proposal being submitted.

#### 8.2.2 Delivery of Submission Items

- All submission items must be delivered to the Department of General Services Procurement Division Official, see Section 1.4, by the date(s) indicated in Section 1.5, KEY ACTION DATES.
- The State recommends the use of certified or registered mail with return receipt requested.

### 8.2.3 Proposal Format

- Each proposal must include:
  - Nine (9) hardcopies, one (1) of which is clearly marked “MASTER”. (Note: if one copy of the Final Proposal is not clearly marked “MASTER” the State will select a copy and designate it as the Master Copy.) If discrepancies are found between two or more copies of the proposal, the proposal may be rejected.
  - Three (3) Electronic copies on CD or diskette.
- The following heading must be shown on each page of the proposal (except when response is required on a DGS supplied form/matrix):

<i>Submission Item Title</i>	<i>Volume number, Page number</i>
RFP DGS-2053	<i>Exhibit number (if applicable)</i>
<i>Bidder Name</i>	

- Proposals must be submitted in the following structured manner; however, Volumes 3 and 4 are not required for the Conceptual and Detailed Technical Proposals:
  - Volume 1 – Response to Requirements
    - Cover Letter
    - Table of Contents
    - Executive Summary
    - Response to Requirements
  - Volume 2 – Literature
  - Volume 3 – Costs (**Must be Sealed Separately**)
  - Volume 4 – Completed Contract
- It is the Bidder’s responsibility to ensure that its proposal is submitted in a manner that enables the Evaluation Team to easily locate all responses for each requirement of this RFP.

### 8.2.4 Contents for Proposals

#### a) Cover Letter

Each Proposal shall include a Cover Letter addressed to the Procurement Official as identified in Section 1.4. The Cover Letter must:

- Be on Bidder's official business letterhead stationery.
- Be included as the first page for each proposal.
- Include the signature of a person who is authorized to bind the Bidder's firm contractually. The signature on the cover letter must indicate the title or position that the individual holds in the firm.
- Contain a statement that substantiates that the person who signs the letter is authorized to bind the Bidder's firm contractually.
- Provide a contact name and phone number.

Cost information must not be included in the Cover Letter.

b) Table of Contents

A Table of Contents must be included with each proposal submission.

The Table of Contents must follow directly behind the Cover Letter.

All major parts of the proposal, including exhibits, must be identified by volume and page number. The Table of Contents must identify all figures, charts, graphs, etc.

c) Executive Summary

An Executive Summary must be included with each submission. The Executive Summary must follow directly behind the Table of Contents. The Executive Summary will condense and highlight the contents of the proposal to provide a broad understanding of the entire proposal to facilitate evaluation.

d) Response to Requirements

It is the Bidder's responsibility to ensure that the Evaluation Team can easily locate all responses for each requirement of the RFP. Responses to requirements must be submitted in sequential order in accordance with the RFP item number and referenced as such in the Bidder's response. The Bidder shall maintain the order as provided in the RFP in order to facilitate the ease of reviewing responses. If amendments to the RFP are issued via addenda prior to the Final Proposal submission date, the Bidder's Final Proposal must correspond to the latest amendment.

### 8.3 SPECIFIC FORMAT FOR EACH SUBMISSION

Submission items are:

- Pre-qualifying Documentation
- Requested Changes to Contract Language
- Conceptual Proposal
- Detailed Technical Proposal
- Draft Proposal
- Final Proposal

### 8.3.1 Pre-Qualifying Documentation

The following shall be included in the Bidder's pre-qualifying documentation which must be submitted by the date indicated in Section 1.5 – KEY ACTION DATES:

**a) Letter of Intent to Bid .....Exhibit 1-A**

Bidders must submit the completed and signed Letter of Intent to Bid. The signature must be that of an authorized representative of the company.

**b) Statement of Experience and Financial Condition.....Exhibit 1-C**

Bidders must submit the completed and signed Statement of Experience and Financial Condition, and submit financial statements or other pertinent information (see Section 1.8).

**c) Confidentiality and Non-Disclosure Agreement.....Exhibit 1-D**

Bidders must submit signed Confidentiality and Non-Disclosure Agreement.

**d) CPUC Certification to provide services**

Bidders must provide evidence that they are certified by the CPUC to provide local voice telephone service in California. For the purpose of this pre-qualifying documentation, only the Bidder and not the Bidder's subcontractors or partners need provide the certification. (See RFP Section 6.2.1 for a discussion of this overall requirement in the Detailed Technical, Draft and Final bids.)

### 8.3.2 Requested Changes to Contract Language

- Requested changes to the model contract language contained in Appendix B must be submitted by the date indicated in Section 1.5 – KEY ACTION DATES.
- Requests must be submitted per the instructions contained in Appendix A, Development of Contract Language.
- Bidders are advised not to label their requested changes as proprietary or confidential. Unless specifically allowed in the RFP (e.g., submitted financial information in response to Bidder Responsibility), labeling a response as proprietary or confidential will cause such labeling to be ignored. The Bidder's response will be subject to the public records act and therefore disclosed upon issuance of the Notice of Intent to Award in accordance with Public Contract Code 10342 - 10344.
- Cost data, rates, or other pricing factors shall not be included in any part of the proposed contract language submittal.
- Volumes 2 and 3 are not required for this submission item.

### 8.3.3 Conceptual Proposal Submittal

- The Conceptual Proposal must be submitted by the date indicated in Section 1.5 – KEY ACTION DATES.
- The Conceptual Proposal must include the information described in RFP Section 5.24.
- Bidders are advised not to label their responses as proprietary or confidential. Unless specifically allowed in the RFP (e.g., submitted financial information in response to Bidder Responsibility), labeling a response as proprietary or confidential will cause such labeling to be ignored. The Bidder's response will be subject to the public records act and therefore disclosed upon issuance of the Notice of Intent to Award in accordance with Public Contract Code 10342 - 10344.
- The State will not accept company literature or pre-written information attached to the Conceptual Proposal in lieu of a thoughtful, fully considered response to the questions presented. The Conceptual Proposal is to contain a general description of the Bidder's approach to meeting the requirements of the RFP with enough detail, including diagrams, to allow the State to determine if there are any conceptual defects or deficiencies in the Bidder's proposed solution. The Conceptual Proposal should not focus on the superlative capabilities of the Bidder, but instead should focus on the Bidder's proposed solution.
- All exhibits or additional information must be located in Volume 2, LITERATURE and clearly referenced back to the proposal item number.
- Cost data, rates, or other pricing factors shall not be included in any part of the response.
- Volumes 3 and 4 are not required for this submission item.

### 8.3.4 Detailed Technical Proposal Submittal

- The Detailed Technical Proposal must be submitted by the date indicated in Section 1.5 – KEY ACTION DATES.
- The Detailed Technical proposal must include the Bidder's response to RFP items numbered 6.1 – 6.18.2, located in Section 6, Business and Technical Requirements. If the Bidder does not wish to respond to an optional requirement (designated in Section 6 as "Desirable"), the Bidder shall state "Not Offered" in the response. Each response must use the following format:

*Bidder understands the requirement and shall meet or exceed it? Yes\_\_\_ No\_\_\_*

*Reference: document\_\_\_\_\_*  
*location\_\_\_\_\_ page\_\_\_\_\_ paragraph\_\_\_\_\_*

*Description:*

Bidders shall check either “Yes” or “No” in response to the question, “Bidder understands the requirement and shall meet or exceed it?” to indicate that either they understand the State’s requirement as stated in the RFP and that they shall comply with the requirement; or that they either do not understand the requirement and therefore cannot assure its compliance; or that they do understand the requirement but do not plan to comply with it. A Bidder’s response that they cannot or do not plan to comply with a Mandatory or Mandatory-Optional requirement in their Final Proposal will likely disqualify the Bidder from possible award. Unless otherwise listed, each reference to an RFP requirement includes all aspects of the requirement that is necessary in order to provide full functionality of the requirement whether or not every aspect is detailed in the RFP requirement’s specification. All Bidders must provide a response to every Mandatory and Mandatory-Optional requirement. Failure to respond to a Mandatory or Mandatory-Optional requirement in their Final Proposal may be cause for rejection of the Bidder’s Final Proposal. See the beginning of Section 6 for definitions of Mandatory, Mandatory-Optional, and Desirable.

If the Bidder wishes to reference explanatory material (e.g., expanded narrative description, technical literature, examples of reports, etc.) in support of its response to the requirement the Bidder shall indicate the document’s title (if any) immediately after “document”, followed by its location in the Bidder’s proposal (such as “Volume 4, tab 8”), the specific page number(s), and if appropriate the specific paragraph number(s) or other indicators that will lead the evaluation team to easily find and substantiate compliance with the requirement.

Bidders should use the “Description” area to provide additional information, charts, diagrams, and/or product or program description in support of their plans to meet the requirement, including an explanation of how the Bidder will meet the requirement. An electronic version of RFP Section 6 in Microsoft Word will be provided to all Bidders of record. Bidders may use this to prepare their responses to the Business and Technical Requirements so that they might provide more room to respond to individual requirements.

RFP Sections 6.3, 6.4, 6.6, 6.8, 6.10, and 6.12 also include tables that may be additionally marked as Mandatory (M), Mandatory-Optional (M-O), or Desirable (D).

It is the individual items listed in these tables that are each Mandatory (M), Mandatory-Optional (M-O), or Desirable (D). These tables contain columns titled “Meets or Exceeds? Y/N” and “Document/Location”. These titles are equivalent to: “*Bidder understands the requirement and shall meet or exceed it? Yes\_\_\_ No\_\_\_*” and:

*Reference: document\_\_\_\_\_*  
*location\_\_\_\_\_ page\_\_\_\_\_ paragraph\_\_\_\_\_*”

described above, and Bidders shall respond accordingly. These tables also contain a row for each item, titled “Bidder’s Description:” This is equivalent to “*Description:*” described above, and Bidders shall respond accordingly. Note that this single row in the tables of the MS Word version of the document is designed to expand to multiple rows as the Bidder adds text.

Many of these tables that are marked Desirable (D) have a blank row where no specific desirable item is identified. Bidders may use this blank row to offer additional features or service elements associated with the overall subject. Where the Bidder wishes to offer more than one desirable item not named by the State, the Bidder may copy additional blank rows and fill them in.

- Bidders may not change any of the State’s requirements, including correction of what the Bidder may perceive to be errors. If a Bidder believes it has identified an error in the RFP, the Bidder must promptly notify the State’s Procurement Official listed in RFP Section 1.4. If any differences are found between the RFP requirements as issued by the State in paper or electronic format and between the requirements as returned in the Bidder’s response, the requirements as issued by the State shall prevail, whether identified by the State at the time of evaluation and award or not. Material changes to the requirements that are made by the Bidder, except as specifically allowed for the addition of desirable items, may result in disqualification of the Bidder.
- Bidders are advised not to label their responses as proprietary. Unless specifically allowed in the RFP (e.g., submitted financial information in response to Bidder Responsibility), labeling a response as proprietary will cause such labeling to be ignored. The Bidder’s response will be subject to the public records act and therefore disclosed upon issuance of the Notice of Intent to Award in accordance with Public Contract Code 10342 - 10344.
- The State will not accept company literature or pre-written information attached to the Detailed Technical Proposal in lieu of a thoughtful, fully considered response to the requirements presented.
- All exhibits or additional information must be located in Volume 2, LITERATURE and clearly referenced back to the proposal item number.
- Cost data shall not be included in any part of the Detailed Technical Proposal.

- Volumes 3 and 4 are not required for this submission item.

### 8.3.5 Draft Proposal Submittal

- The Draft Proposal must be submitted by the date indicated in Section 1.5 – KEY ACTION DATES. The Draft Proposal must include Volumes 1 through 4 as described previously in this section (see Section 8.2.3).
- The Bidder must respond to RFP items numbered 5.1 – 5.25, located in Section 5, Administrative Requirements. If the Bidder does not wish to respond to an optional preference, e.g., Sections 5.12 – 5.15, the Bidder shall state “Not Claimed” in the response.
- The Bidder must respond to RFP items numbered 6.1 – 6.18.2, located in Section 6, Business and Technical Requirements, in keeping with the overall objectives of Section 4, Proposed Services. If the Bidder does not wish to respond to an optional requirement (designated in Section 6 as “Desirable”), the Bidder shall state “Not Offered” in the response. Bidders shall use the same RFP Section 6 response format as described above under 8.3.4, Detailed Technical Proposal Submittal, for their Draft Proposal.
- Bidders may not change any of the State’s requirements, including correction of what the Bidder may perceive to be errors. If a Bidder believes it has identified an error in the RFP, the Bidder must promptly notify the State’s Procurement Official listed in RFP Section 1.4. If any differences are found between the RFP requirements as issued by the State in paper or electronic format and between the requirements as returned in the Bidder’s response, the requirements as issued by the State shall prevail, whether identified by the State at the time of evaluation and award or not. Material changes to the requirements that are made by the Bidder, except as specifically allowed for the addition of desirable items, may result in disqualification of the Bidder.
- The State reserves the right to determine if a Bidder’s response to the requirement, as detailed in their description and/or supporting documentation, supports or contradicts the Bidder’s claim of intended compliance.
- Bidders should be aware that the successful Bidder will be required to comply with their entire proposed response, and all requirements of the RFP and resulting contract, not just the Administrative, Business and Technical Requirements.
- Failure to answer a question by responding to it simply as “Proprietary” is unacceptable and will be deemed non-responsive. (Note: This may result in the Bidder’s disqualification if found in the Final Proposal.) A response that includes a notation that it is proprietary will remain confidential throughout the procurement process. The Bidder’s response will be subject to the public records act and therefore

disclosed upon issuance of the Notice of Intent to Award in accordance with Public Contract Code 10342 - 10344.

- The State will not accept company literature or pre-written information attached to the Draft Proposal in lieu of a thoughtful, fully considered response to the requirements presented.
- If it is necessary for the Bidder to provide substantiation to a requirement, then the Bidder must attach and reference any additional supporting documentation in Volume 2, LITERATURE. The supporting documentation must include a cross-reference to the proposal item or requirement number it is satisfying.
- Any product supporting literature containing costs or rates, (such as catalogs, maintenance service rates, etc.), submitted as part of the Draft Proposal must have all cost figures replaced with “XXX”, or otherwise obscured.
- DVBE forms must **not** include actual costs; percentages of the total DVBE contract may be substituted for costs. (NOTE: Actual costs shall not be referenced in any part of any proposal except for in the Final Proposal, Volume 3, and they must be sealed upon submission. Failure to follow this procedure will result in disqualification.)
- **Volume 3 – Costs:** This volume must be sealed separately. RFP Exhibit 7-A, Cost Tables, submitted with the Draft Proposal must not contain any dollar figures. All dollar amounts must be replaced with “XXX”. Exhibit 7-A is provided as a Microsoft Excel file. Bidders shall enter their cost information directly into a copy of this file and return it with their proposal. Note that Exhibit 7-A is a multi-sheet spreadsheet file. Each sheet contains a table of Mandatory-Optional (M-O) items and a table of Desirable (D) items. If the Bidder wishes to charge for any of the desirable items added by the Bidder to the Desirable tables in Sections 6.3, 6.4, 6.6, 6.8, 6.10, and 6.12, they must also be listed by the Bidder in the corresponding Desirable cost table in RFP Exhibit 7-A. Therefore these tables must be filed in and submitted with the Bidder’s Draft Proposal, but without any costs displayed (replaced by XXXs).
- **Volume 4 - Completed Contract:** This volume shall contain a completed contract with all blanks filled in (with the exception of any costs). The contract must contain only approved contract modifications. (Note: Submission of a contract with unapproved modifications with the Final Proposal will cause the Final Proposal to be rejected.)

### 8.3.6 Final Proposal Submittal

- The Final Proposal must be submitted by the date indicated in Section 1.5 – KEY ACTION DATES. The Final Proposal must include Volumes 1 through 4 as described previously in this section (see Section 8.2.3).

- The Bidder must respond to RFP items numbered 5.1 – 5.25, located in Section 5, Administrative Requirements. If the Bidder does not wish to respond to an optional preference, e.g., Sections 5.12 – 5.15, the Bidder shall state “Not Claimed” in the response.
- The Bidder must respond to RFP items numbered 6.1 – 6.18.2, located in Section 6, Business and Technical Requirements, in keeping with the overall objectives of Section 4, Proposed Services. If the Bidder does not wish to respond to an optional requirement, the Bidder shall state “Not Offered” in the response. Bidders shall use the same RFP Section 6 response format as described above under 8.3.4, Detailed Technical Proposal Submittal, for their Final Proposal.
- Bidders may not change any of the State’s requirements, including correction of what the Bidder may perceive to be errors. If a Bidder believes it has identified an error in the RFP, the Bidder must promptly notify the State’s Procurement Official listed in RFP Section 1.4. If any differences are found between the RFP requirements as issued by the State in paper or electronic format and between the requirements as returned in the Bidder’s response, the requirements as issued by the State shall prevail, whether identified by the State at the time of evaluation and award or not. Material changes to the requirements that are made by the Bidder, except as specifically allowed for the addition of desirable items, may result in disqualification of the Bidder.
- The State reserves the right to determine if a Bidder’s response to the requirement, as detailed in their description and/or supporting documentation, supports or contradicts the Bidder’s claim of intended compliance.
- Bidders should be aware that the successful Bidder will be required to comply with their entire proposed response, and all requirements of the RFP and resulting contract, not just the Business and Technical Requirements.
- Failure to answer a question by responding to it simply as “Proprietary” or “Confidential” is unacceptable and will be deemed non-responsive, possibly resulting in the Bidder’s immediate disqualification. A response that includes a notation that it is proprietary will remain confidential throughout the procurement process. Once the procurement process is completed, the Bidder’s response will be subject to the public records act and therefore disclosed upon issuance of the Notice of Intent to Award in accordance with Public Contract Code 10342 - 10344.
- The State will not accept company literature or pre-written information attached to the Final Proposal in lieu of a thoughtful, fully considered response to the requirements presented.
- If it is necessary for the Bidder to provide substantiation to a requirement, then the Bidder must attach and reference any additional supporting documentation in Volume 2, LITERATURE. The supporting documentation must include a cross-reference to the proposal item or requirement number it is satisfying.

- Any product supporting literature containing costs or rates (such as catalogs, maintenance service rates, etc.), submitted as part of the Final Proposal must have all cost figures replaced with “XXX”, or otherwise obscured.
- The State will **not** accept company literature in lieu of the appropriate forms being completed.
- DVBE forms submitted with Volume I, Response to Requirements, must **not** include actual costs; percentages of the total DVBE contract amount may be substituted for costs. DVBE forms containing actual costs must be sealed and submitted with Volume 3.
- **Volume 3 – Costs:** All information requested in the cost tables (as identified in Section 7, Costs) **must be submitted under separate, sealed cover and clearly marked "COST RESPONSE"**. The sealed costs will be opened at a public forum once all bids have been evaluated and scored. Bidders shall follow the instructions for Volume 3 above under Draft Proposal, except for the Final Proposal, Bidders shall show all costs. Costs are to be entered directly into the Exhibit 7-A Cost Tables in the Excel file and provided in both paper and electronic format.
- The cost tables of the Final Proposal must include actual dollar amounts in U.S. currency. The amounts bid shall not increase during the term of the contract.
- **Volume 4 - Completed Contract:** This volume shall contain a completed contract with all blanks filled in (with the exception of any costs). The contract must contain only approved contract modifications. Submission of a contract with unapproved modifications will result in the Final Proposal to be rejected.

**Figure 8-1, Submission Items**

The table below is provided to assist Bidders with submissions. It identifies the necessary content as it relates to each separate submission item. The “X” in the table indicates the items required for each submission.

Content/Structure	Submission Item					
	Prequalifying Documents	Changes to Contract Language	Conceptual Proposal	Detailed Technical Proposal	Draft Proposal	Final Proposal
<b>Pre-qualifying Documentation (See RFP Sections 1 and 5)</b>						
Letter of Intent to Bid (Exhibit 1-A)	X					
Statement of Experience and Financial Condition (Exhibit 1-C)	X					
Confidentiality Agreement (Exhibit 1-D)	X					
CPUC Certification to provide services (RFP Section 6.2.1)	X					
<b>Volume 1- Response to Requirements</b>						
Cover Letter	X		X	X	X	X
Table of Contents			X	X	X	X
Executive Summary			X	X	X	X
Conceptual Response			X			
Detailed Technical Response (See RFP Section 6.1 – 6.18.2)				X		
Detailed Administrative Response (See RFP Section 5.1 – 5.23.) Include the following forms: <ul style="list-style-type: none"> <li>DVBE Requirements (STD 840) without dollar amounts. Actual dollar amounts must be included in Sealed Cost Response. (5-J)</li> <li>Signed Payee Data Record (STD 204)</li> <li>Contractor’s License Information (5-A)</li> <li>List of Proposed Subcontractors (5-B)</li> <li>Worker’s Compensation Certification (5-C)</li> <li>Signed Federal Debarment Cert. (5-H)</li> <li>Optional Preference Programs, if claiming (Small Business, TACPA, EZA, LAMBRA)</li> <li>Customer Reference Forms (5-K)</li> </ul>					X	X
Business and Technical Requirements Response (See RFP Section 6.1 – 6.18.2)					X	X
<b>Volume 2 - Literature, if applicable</b>			X	X	X	X
<b>Volume 3 – Costs (RFP Section 7)</b>						
<u>No dollar amounts</u> , line items only identified					X	
With actual dollar amounts (Sealed Separately)						X
<b>Volume 4 – Completed Contract</b>						
Proposed Changes to Contract Language		X				
Appendix B (Model Contract)					X	X